

AGENDA – Travel Paso Board of Directors – Regular Meeting



Tuesday, May 21, 2024 – 3:00 pm  
MEETING LOCATION: BEST WESTERN PLUS BLACK OAK, ACORN ROOM  
1135 24th St, Paso Robles, CA 93446

Video Conference Option for Public Participation Only:  
<https://us02web.zoom.us/j/88494164452?pwd=amxDSDNRZ092cklDcjl0NlZZVVRZdz09>

Meeting ID: 884 9416 4452 Passcode: 345382  
Call-In Phone Number: (669) 900-6833

**CALL TO ORDER**

**A. VILICANA**

1. Roll Call

**PUBLIC COMMENT**

**A. VILICANA**

2. Public Comment (On Non-Agenda Items)

**ANNOUNCEMENTS**

**A. VILICANA**

**CONSENT AGENDA (Action)**

**S. JACOB**

3. Meeting Minutes from Board of Directors Meeting on April 16, 2024
4. Travel Paso April Marketing Report
5. Travel Paso April Media Reports
6. March Community Performance Report (Visit SLO CAL)
7. March and April STR Reports
8. February TOT by Segment Reports (Visit SLO CAL)

**NEW BUSINESS, UPDATES & DISCUSSIONS**

**A. VILICANA/S. JACOB**

*Reference May Board of Directors Meeting Deck*

General Business

9. Board Elections and Marketing Committee Recruitment
  - a. Update from the Nominating Committee
  - b. (4) Open Positions on the Board of Directors – Applications due May 24, 2024
  - c. Marketing Committee – Applications were due May 15, 2024
    - i. Board to Review / Discuss /Take Action **(Action)**
10. Month End Financial Report – April 30, 2024 **(Action)**
11. Review Draft Budget and Program Priorities for FY 24-25 **(Action)**

Objective 1: Collaboratively Lead and Advocate for the Paso Robles Tourism Ecosystem

12. Hospitality and Tourism Awards Program Update
13. Tourism Round-Up 2024 – May 23, 2024

Objective 2: Amplify the Paso Robles Brand through Strategic Marketing Initiatives

14. IPW Updates
15. Update on Savor Paso Marketing Campaign

Objective 3: Foster Constructive Relationships and Strengthen Existing Partnerships

16. Savor Paso in San Jose (PayPal Park) – June 13, 2024
  - a. Registration Open and Tickets On Sale
17. City of Paso Robles
  - a. General Updates
  - b. City Proclamation – National Travel & Tourism Week + California Tourism Month

18. Community Updates

- a. Visit SLO CAL Board – V. Popp
  - i. CEO Search Process
  - ii. V. Popp Nomination to Visit SLO CAL Board Approved by City Council on April 16

<b>OTHER ITEMS FOR DISCUSSION/FUTURE AGENDA ITEMS</b>
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<b>S. JACOB</b>
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**ADJOURN**

**NEXT MEETING: June 18, 2024 at 3pm  
Best Western Black Oak, Acorn Room**

Brown Act Notice: Each speaker is limited to three (3) minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to three (3) minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors. ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Travel Paso at 805-801-1650 at least 48 hours prior to the meeting.